

# Integrating with Facebook

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what it means and how to do it

October · 2011

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<http://dnotes.net>

## Disclaimer:

This is primarily about integrating a Drupal website with Facebook.

It does not cover all aspects of Facebook application development.

*“...and also, the site should be integrated with Facebook.”*

What the  does that mean?

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all the different ways to integrate with Facebook

# What are you?



to the public  
on a public url  
Facebook content:  
in an iFrame  
through Facebook's api  
**connect\***



to Facebook users  
on a Facebook url  
your content:  
in an iFrame  
*only.*  
**canvas**

# Background : Social Channels\*

- The way that people get information on Facebook

(the full presentation shows pictures; if you are not familiar with these, the rest won't make sense.)

This is not a complete list. Facebook has other social channels beyond these, such as recommendations, but I find these to be the most useful for a website.

While I have found no comprehensive list of all social channels available, many are mentioned on the developer help pages:

[developer.facebook.com](http://developer.facebook.com)

Notifications

News Feeds

Ticker

Timeline

Timeline Views

Likes

Interests

On a FB Page

In a FB Group

In an iFrame

Natively

friends

user

fb

on page

\* that I think are relevant to the most website integrations

# Types of Facebook Integration\*

- Sharing
- Social Plugins
- OpenGraph protocol
- Liking
- Facebook Pages
- Facebook Apps
- OpenGraph : Custom Connections
- Apps : Login through Facebook
- Canvas Pages / Tabbed Pages

\* that I think are relevant to the most website integrations

# Sharing

Facebook - Google Chrome

https://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fweorme.bandcamp.com%2Ftrack%2Fknow

Share this Link

Share: On your own timeline Friends

- On your own timeline
- On a friend's timeline
- In a group
- On your Page
- In a private Message

Write

from the album Sleeping City

1 of 1 Choose a Thumbnail

No Thumbnail

Share Link Cancel

- Notifications
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- Natively

friends

user

fb

on page

<http://weorme.bandcamp.com/track/know>

# What are social plugins?

- Facebook iFrames on YOUR website

## The Earth and the Eagle

[View](#) [Edit](#)

This was my first CD, the best songs from my late teens and early twenties. I think this album is mostly about figuring out what it means to be a human being. I used to lay awake at night wondering why we couldn't just be perfect to begin with (Sometimes, Lord Take This Soul). Eventually I came to believe it is the struggle that makes perfection worthwhile (The Earth and the Eagle). That struggle is there in all the choices that you plant like seeds (Harvest Moon), in breaking away from your traditions (Grandfather) and being deserted by your peers (The Higher You Go), in finding the falsehoods within you (The Doctor) and learning to love the light of truth (Under One Sky). More than anything else this life is short and precious, a currency far too valuable to be spent on oneself (Service). In the still moments of evening (Melody of Night), in the restless rhythms of nature (Softly), in the outstretched hands of awe and wonder (Waterfall), we find within ourselves the truth that our hearts reflect what we turn them towards, and that the journey of the love of God (O Son of Justice) is not a journey only of movement or experience; it is a journey of transformation: "A myriad lives he would forsake to hasten to the abode of his Beloved."

1 Like

**David Hunt | Original Acoustic Music with Spiritual Themes**

Like You like this.

Facebook social plugin

- Under One Sky
- The Earth and the Eagle
- Softly
- Sometimes
- The Higher You Go
- Melody of Night
- The Doctor
- Harvest Moon
- Lord Take This Soul
- Grandfather
- O Son of Justice
- Waterfall
- Service
- Joseph's Song

[Purchase Page: CD Baby](#)

Public Comments · Moderator View [Settings](#)

Add a comment...

Post to Facebook Posting as David Hunt (Change) [Comment](#)

Facebook social plugin

Songs in The Earth and the Eagle

- [Under One Sky](#)
- [The Earth and the Eagle](#)
- [Softly](#)
- [Sometimes](#)



# Some social plugins

- opengraph optional
  - Simple Plugins:
    - like button
    - send button
    - comments
    - activity feed
    - recommendations
- opengraph required
  - FB Page Plugins
    - like box
    - facepile
  - App Plugins
    - login / registration
    - facepile
    - live stream
    - add to timeline

Notifications	✓	friends
News Feeds	✓	
Ticker	✓	
Timeline	✓	user
Timeline Views	✓	
Likes	✓	
Interests	✓	fb
On a FB Page	✓	
In a FB Group		on page
In an iFrame	✓	
Natively		

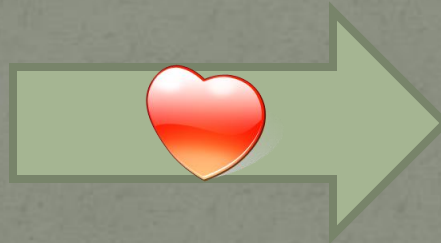
# Opengraph



Open Graph objects are annotated web pages with a set of tags which provide the property value. The properties on an object include the title, description, and any custom properties. Objects are connected to users via actions, and when this happens, an object will appear in Timeline, News Feed and Ticker.

# Opengraph : the simple version

It's about the connections between things.



Subject	Action	Object
David Hunt <a href="https://facebook.com/davidhuntmusic">facebook.com/davidhuntmusic</a>	like	Sleeping City by We/Or/Me <a href="https://weorme.bandcamp.com/album/sleeping-city">weorme.bandcamp.com/album/sleeping-city</a>
David Hunt <a href="https://facebook.com/davidhuntmusic">facebook.com/davidhuntmusic</a>	“friend”	Joseph Schmoie <a href="https://facebook.com/joeschmoie">facebook.com/joeschmoie</a>
Donald Duck <a href="https://facebook.com/DonaldDuck">facebook.com/DonaldDuck</a>	like	Daisy Duck <a href="https://facebook.com/DisneyDaisyDuck">facebook.com/DisneyDaisyDuck</a>
...	...	...

# Opengraph : the complicated version

It's a catalog of all existing things—and some that don't exist—and the relationships between them.

- Everything in the opengraph has an ID number
  - David Hunt: 510997137 (or davidhuntmusic)
  - Donald Duck: 134229524276 (or DonaldDuck)
  - Peace on Earth: 146985261982733 (etc.)
  - visit <http://graph.facebook.com/#> to see all about an object
- Opengraph objects include:
  - Album, Application, Event, Group, Link, Message, Note, Page, Photo, Status message, Subscription, User... (and more)
- All objects have connections
  - Add ?metadata=1 to see connections
- You can read connections
  - <http://graph.facebook.com/DonaldDuck/photos>
- You can write connections
  - ...if you have the right OAuth 2.0 access token

# How to connect a page

Use the proper meta tags.

```
<head>
...
<meta property="og:type" content="album" />
<meta property="og:url" content="http://david-hunt-music.com/store/cds/
earth-and-eagle.html" />
<meta property="og:title" content="The Earth and the Eagle" />
<meta property="og:image" content="http://david-hunt-music.com/imagecache/
opengraph_thumbnail/davidhunt.png" />
<meta property="og:site_name" content="David Hunt" />
<meta property="og:description" content="This was my first CD, the best
songs from my late teens and early twenties. I think this album is
mostly about figuring out what it means to be a human being." />
<meta property="fb:admins" content="510997137" />
<meta property="fb:app_id" content="176208815755315" />
...
</head>
```

og:type  
og:url  
og:title  
og:image

og:site\_name  
og:description

fb:admins  
fb:app\_id

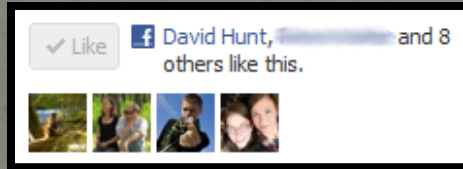
<http://david-hunt-music.com/store/cds/earth-and-eagle.html>

## Important URL:

<http://developers.facebook.com/tools/debug>

# The like button : what you get

... without Opengraph:



... with basic Opengraph:

```
<meta property="og:title" content="How to connect a page" />
<meta property="og:type" content="article" />
<meta property="og:url" content="http://path.to/url" />
<meta property="og:image" content="http://path.to/img.jpg" />
```

... with app\_id:

```
<meta property="fb:app_id" content="How to connect a page" />
<meta property="fb:admins" content="article" />
```

... with certain "og:type"s:

for a list, see <https://developers.facebook.com/docs/opengraph/#types>

Notifications		friends
News Feeds	✓	
Ticker	✓	
Timeline	✓	user
Timeline Views	✓	
Likes	✓	
Interests	✓	
On a FB Page	✓	fb
In a FB Group		
In an iFrame	✓	on page
Natively		

# What are Facebook pages?

- Opengraph objects
- Created on Facebook
- or externally with Opengraph meta tags.

The screenshot shows the Facebook 'Administer Your Page' interface for 'The Earth and the Eagle'. The page is titled 'The Earth and the Eagle' and is categorized as an 'Album'. The interface includes a search bar at the top, a navigation menu with 'David Hunt' and 'Home', and a main content area with four numbered steps: 1. Invite your friends, 2. Tell your fans, 3. Post status updates, and 4. Promote this Page on your website. Each step includes a brief description and a button to perform the action. On the right side, there is a sidebar with 'Admins (1)', 'Notifications', 'Promote with an Ad', 'View Insights', 'Invite Friends', 'Quick Tips', 'Sample Ad: The Earth and the Eagle', 'Get More Fans', and 'Sponsored'.

Search

David Hunt Home

**Administer Your Page**  
This is the administration interface for your webpage at <http://david-hunt-music.com/store/cds/earth-and-eagle.html>. You can see Insights and publish to the users that have liked your webpage. Only the administrators of the webpage can view this interface, other users are sent to the webpage.

**The Earth and the Eagle** ▶ **Get Started** [Edit Page](#)

Album · [Edit Info](#)

Welcome [?] [Admins \(1\) \[?\]](#) [See All](#)

- 1 Invite your friends**  
Start building your fan base by suggesting this Page to friends who might like it.  
[Invite Friends](#)
- 2 Tell your fans**  
Let your current customers and subscribers know about your new Page.  
[Import Contacts](#)
- 3 Post status updates**  
Share your latest news.  
[Post Update](#)
- 4 Promote this Page on your website**  
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.  
[Add Like Box](#)

[Notifications](#) ▼  
[Promote with an Ad](#)  
[View Insights](#)  
[Invite Friends](#)

**Quick Tips**  
Get more people to like your Page with Facebook Ads today!

**Sample Ad: The Earth and the Eagle**  
The text of your ad will go here.  
[Like](#) · David Hunt likes this.

[Get More Fans](#)

**Sponsored** [Create an Ad](#)  
[Boost your site's Likes](#)  
Your Facebook Domain

# What can they do? (the short list)

- Pages are public.
  - Anyone can like a page
  - But you can block them
- Page administrators can:
  - Invite friends
  - Post status updates
  - Use a like box (on your website)
  - Promote with ads
  - View statistics
  - ...and more.
- How are page administrators declared in Opengraph meta tags?
  - fb:admins (Opengraph ids)
  - fb:app\_id (Opengraph id)





# What is a Facebook app?



an API key.

a Facebook “canvas” that displays your content in an iFrame in the context of Facebook.

# What do they do?

- Manage their own pages, streams, etc.
  - these can be used to communicate with subscribers through their news feeds, tickers, etc.
- Define custom OpenGraph objects & connections
- Manage user accounts on your website
  - your user accounts can be linked to their facebook accounts
- Manage fb users' data (if they authorize you)
  - Obtain data about users and friends, such as events, groups, photos, videos, likes, location, birthday, hometown, checkins, etc.
  - Read their mail
  - Create and manage events as that user
  - Read their notifications and mark them as read
  - Publish actions to their stream
  - Communicate with them via SMS
  - Masquerade as and manage their pages

# Custom actions and objects

- Food review site:
  - David : likes : sage potatoes
- Social recipe sharing site:
  - David : cooked : sage potatoes

**1**  
authorize app

**2**  
"action" a page

**3**  
the app posts



<https://developers.facebook.com/docs/beta/opengraph>

<https://developers.facebook.com/docs/beta/opengraph/tutorial>

# Login through Facebook

- Not always a login to Drupal!
  - Login through Facebook authorizes your app.
  - It does not necessarily login to Drupal, as some of Facebook's documentation suggests.
- May login to Drupal, and
- May create a Drupal user
  - if you set it up.



# Canvas / Page Tab

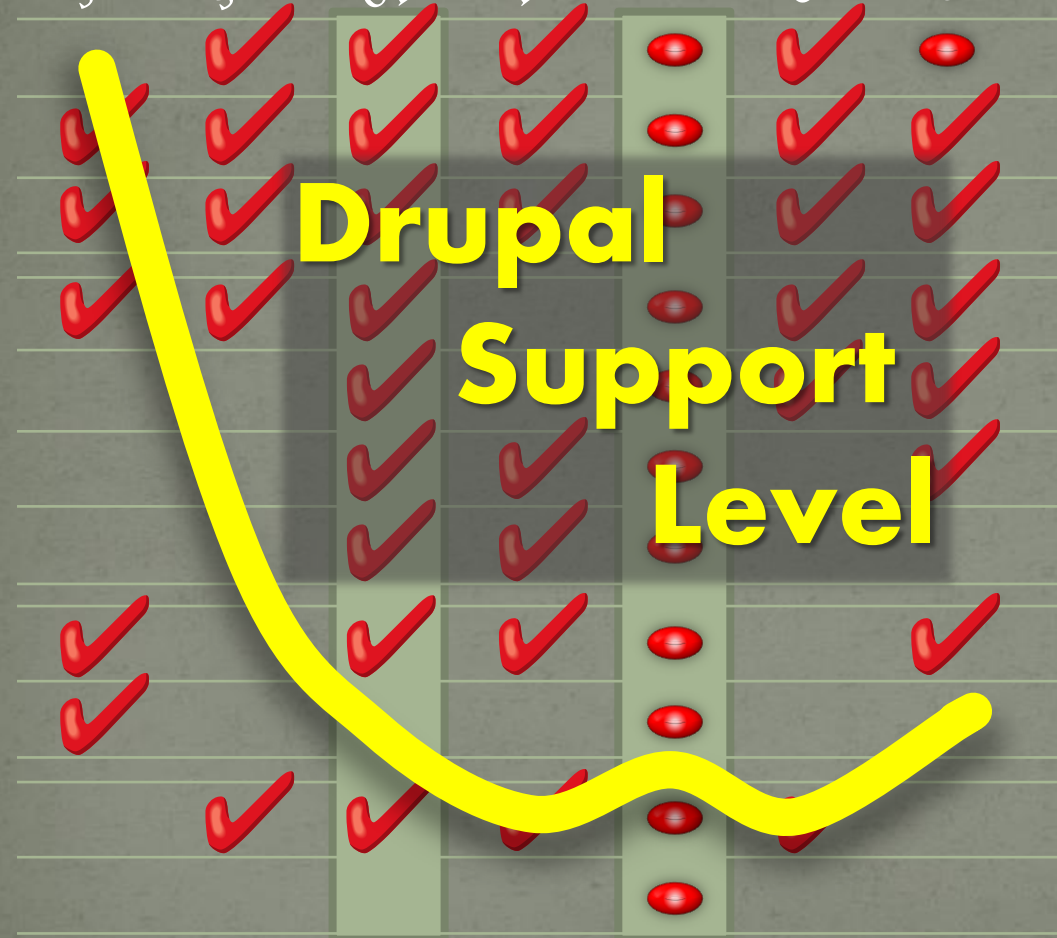
- “App on Facebook” will let you build a dynamic web page and then display it on in an iFrame as a Facebook page.
- “Page Tab” will let you build a dynamic web page and then display it (in an iFrame) as a tab that *many people* can put on their Facebook pages.
- Your dynamic web page can be written in any language that accepts post requests, like PHP.



review : what does what

sharing social plugins opengraph fb pages fb app custom actions canvas or tabs

# Drupal Support Level



- Notifications
- News Feeds
- Ticker
- Timeline
- Timeline Views
- Likes
- Interests
- On a FB Page
- In a FB Group
- In an iFrame
- Natively

friends user fb on page

# Sharing

- Use one of the many Drupal modules
  - addtoany
  - addthis
  - sharethis
  - etc.
  - etc.
- Implement your own share button
  - <https://developers.facebook.com/docs/share/>
- NOTE:
  - share is deprecated.
  - ...but it still works.



# Social Plugins

- The fb\_social module
  - extremely intuitive configuration
  - most social plugins supported
  - does not let your app use or publish Facebook data

**- OR -**

- The fb (drupal for facebook) module
  - configured with XFBML / HTML5 code
  - some coding needed for most plugins
  - all social plugins supported
  - lets your app use or publish Facebook data
- On your own, with the SDKs
  - ...good luck.



# Opengraph tags

- Metatag
  - basic opengraph tags
  - works on at least nodes, terms, users
  - token replacements
  - VERY intuitive and clean
- Auto Opengraph
  - all documented opengraph tags
  - works on all viewable entities
  - token replacement
  - image resizing
  - clunky and messy
  - will likely be obsolete when Metatag matures
- Opengraph Meta
  - basic opengraph tags
  - works on nodes
  - entered on a per-node basis

# Facebook Pages

- For initial support, implement OpenGraph
- If you want to publish to a page manually, implement the fb:admins tag
- Try RSS Graffiti (the facebook app)
  - <https://www.facebook.com/RSS.Graffiti>
  - for sites with a small number of pages
- Otherwise, custom programming is required for:
  - publishing to a page's feed
  - tracking opengraph id for pages
  - notifying facebook users about comments
  - etc.

# Facebook Apps

- Create the app
  - <http://developers.facebook.com/apps>

## Drupal for Facebook (fb)

- manage Drupal users with Facebook
- use custom Opengraph actions
- interact with Facebook data directly
- AND anything else

- **OR** -

## Facebook Social (fb\_social)

- let site visitors promote your site on Facebook
- give site visitors social context for your pages (what their friends did)

# Custom Opengraph Actions

- Create the Facebook app
  - create custom actions
  - create custom objects
  - create timeline aggregations
- Use the Drupal for Facebook (fb) module
- Implement the authorization tag
  - “<fb:add-to-timeline></fb:add-to-timeline>”
- Custom code to implement the POST request  
...read the tutorial.

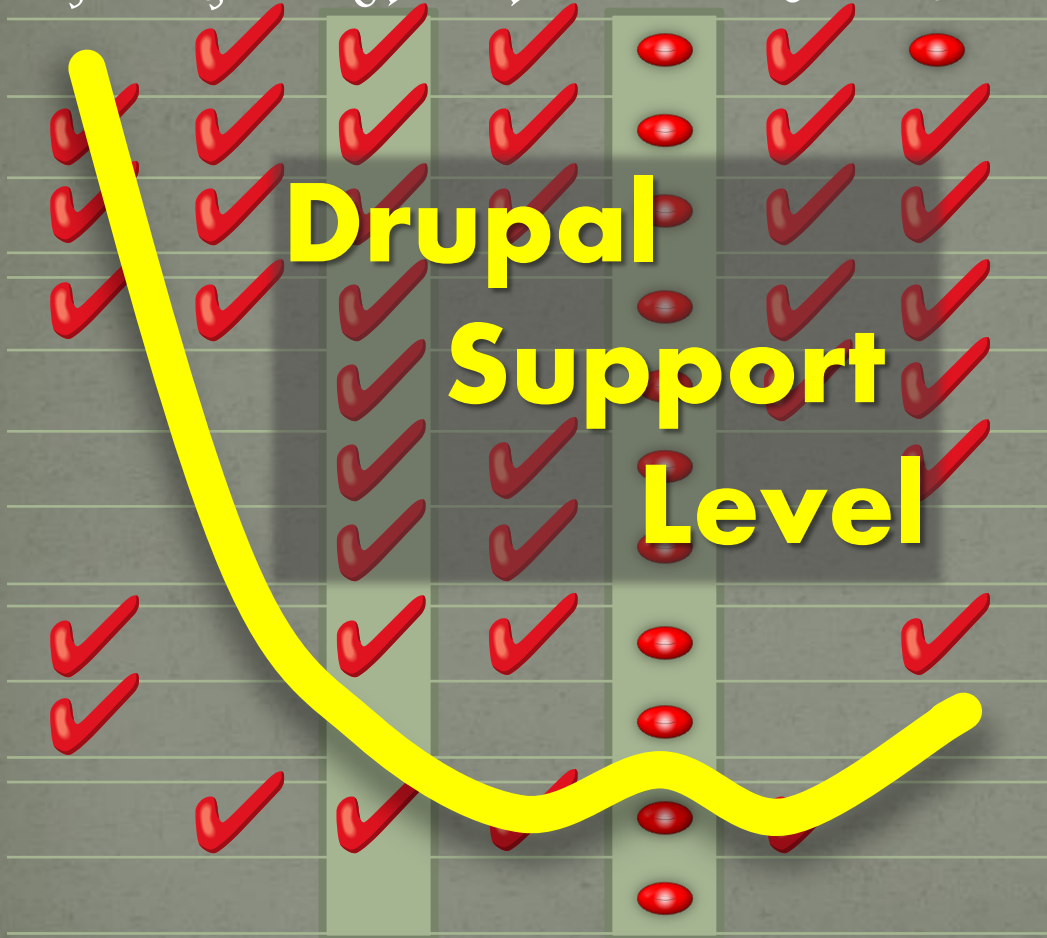
# Canvas / Page Tab

- Drupal for Facebook.
  - this is what it was made for.
- <http://drupalforfacebook.org>

review : what does what

sharing social plugins opengraph fb pages fb app custom actions canvas or tabs

# Drupal Support Level



- Notifications
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- In an iFrame
- Natively

friends

user

fb

on page

*wouldn't it be nice if...*

# Directions for development\*

- Solid framework for opengraph meta tags
  - metatag module will probably cover this
- Tracking and managing opengraph objects
  - publish Drupal comments to FB object stream
  - publish new Organic Groups posts to the FB object stream for the group
- Views : Opengraph API / FQL as a data source
  - fields: fb comments, fb likes, fb friends, etc.

\* that I think would be cool

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